

**BURIEN BUSINESS AND
ECONOMIC DEVELOPMENT PARTNERSHIP (BEDP)
MEETING MINUTES**

Date: September 14, 2007

Time: 7-8:30 a.m.

Members Present: Harvey Aulger, Mary Averett, Rick Cosgrave, Nancy Damon, David Elliott, Geri Fain, Kevin Fitz, Michael Goldsmith, Jim Hughes, Karen Lautermilch, Mark Minium, Doug Moreland, Jane Voget

Excused Absentees: Bob Ewing

Staff: Mike Martin, City Manager; Dick Loman, Economic Development Manager; Janet Stallman, Department Assistant, City Manager's Office

Guests: Patty Sader, Interim Executive Director, Discover Burien, Mayor Joan McGilton, Councilmember Gordon Shaw

Call to Order: Meeting opened at 7 a.m. by Kevin Fitz, Chair

Minutes: The minutes from August 24 were approved as written.

Chair's Report – Kevin Fitz

Kevin did not have a report today.

Outreach Speaker – Jerry O'Day, Marketing/Business Outreach, Jo Krutulewski, Assistant Director of Marketing, Schick Shadel Hospital

Jerry O'Day has lived in Burien since 1959. Schick Shadel has been a part of Burien since the early 1960's – Dr. Shadel had the idea that alcoholism is medically-based, rather than behaviorally-based. Schick Shadel Hospital was founded on this idea. It is licensed as a medical facility for 50 beds. 12 former patients bought the hospital a number of years ago. In the past six years, it has grown from serving less than 300 patients to serving 1000 patients. The marketing budget has grown from \$200,000 to \$1.6 million.

Schick Shadel is running at full capacity. They are having problems finding beds for patients, as well as experiencing problems with parking for both employees and patients. Jerry knows these are nice problems to have. The facility charges \$18,000 for treatment. They employ over 130 people – most of who live in Burien.

Q. Can you describe the process you use to treat? **A.** It is a counter-conditioning, aversion therapy process. We change the relationship your body has with the drug. It is a 10-day treatment, with two one-day follow-ups, one at 30 days, and one at 90 days.

Q. Do you do detox as well? **A.** Yes, we provide medical detox.

Q. What is your average daily census? **A.** We run in the high 40's for 50 beds.

Q. What is your success rate? **A.** The industry standard is to measure success over a one-year period. A minimum of six studies over last 20 years have shown a 70-80% success rate after one year. **Q.** What are the success rates of other facilities in comparison? **A.** Other facilities, typically psycho-social behavioral models have an approximate 7-10% success rate.

Q. In a perfect world, how many patients could you treat? **A.** The quality of care is very important to us, and so, we're probably going to keep it rather small. Right now, 50 is about the top. There are a lot of boutique-style treatment centers out there, and we're competing with them, so we want to ensure that the level of our patient care is at the top.

We treat for other drugs, too, such as meth, opiates, painkillers, marijuana and cocaine. Sometimes people have multiple addictions, and we treat for each substance at the same time.

Q. What sort of unique challenge is crystal meth? **A.** Meth is a terrible drug. It can take someone from being a relatively normal human to being absolutely broken in a matter of weeks. Oxycodone is another one that is a problem.

Q. What drives a person to go back to something when they know that it is self-destructive? **A.** Addiction is not an issue of willpower or self-discipline. It is an illness. Schick makes it possible for somebody not to use by giving a person their choice back, so that their behavior is not being driven by an urge.

Q. Economically, could you give us some idea what your gross income is on an annual basis? **A.** We are anticipating somewhere in the \$12-\$14 million range. People from all over the world come to Schick Shadel.

Q. How many that come in are looking for financial help with treatment? **A.** We work with Premier Blue Cross, so we do accept some insurance. But, there is also a foundation that can provide some financial assistance, if one qualifies.

Q. Can you tell if it makes a difference or not whether people have paid themselves? **A.** We haven't done a specific outcome study, but it may make a difference whether people pay themselves, or get financial assistance.

Q. Would an outpatient program work with your facility? **A.** No, because treatment is medically-based and patients need to have 24/7 with doctors and nurses.

The ten-day treatment plan is one of the biggest factors why people come to Schick Shadel. It used to be that only 1 out of 10 individuals treated were women. Now it is 5 out of 10. A ten-day treatment plan is one reason for this. Many women couldn't possibly see themselves taking 30-days to do another type of treatment. This is not a lock-down facility; people come because they want to be here. We have exercise facilities, computers, allow families to visit anytime except during treatment. We try to make the experience as "normal" as possible for patients. We treat everybody with respect.

Q. Do you take minors into your program? **A.** No, 21 is the minimum age right now.

Q. Is there animosity between the two philosophies of treatment? **A.** No.

Q. Do you take people from courts that have been ordered into treatment? **A.** No. It doesn't work. We can't follow-up with these patients as the court requires. **Q.** Do you do evaluations there? **A.** Yes, we do evaluations.

City Manager's Report – Mike Martin

We are in the process of finalizing the budget. We received an unfavorable outcome in the Westmark case. The court ruled against the City of Burien. It is a \$10.7 million judgment, plus attorney fees. Our possible exposure is anywhere from \$1 million - \$14 million. We don't know the final number yet. I'm concerned about this. We will deal with it, but it may have some very different implications.

We are having conversations with Speaker Chopp's office in regard to a compromise over Lora Lake Apartments. Dave Upthegrove has been a champion for Burien in all this. Julia Patterson has publicly supported Burien. However, in general, I have been greatly disappointed by the way Burien has been treated and portrayed.

The results of the surveys taken by staff in the first phase of the "Good to Great" campaign were shared with the staff. In short, the sort of organization that our employees believe they ought to be is progressive. Currently, however, we are not there. These results have made for some interesting internal conversations. I'm very excited about this campaign and where the organization is headed.

Mark Minium commented that he hoped we were planning a strategy to counter the negative image that will be cast by the Westmark case.

Q. Lora Lake has been a burr in everybody's side for sometime; is it time to walk away? **A.** We don't have the power in this case. We are on the right path here. The region is doing us a disservice. If we compromise, we intend to get something out of it. There is no reason Burien should be treated this way. The property is very important. We really believe that the way this property develops will determine how the rest of NERA develops.

Q. Have we done a risk assessment on Lora Lake? **A.** We don't have any specific risk. We don't own the property. The trouble is we may not get any revenue off of the area, which would be a big hurt.

Q. How do we forget this when people have betrayed us and broken contractual obligations? How do we get beyond this? **A.** Dave Upthegrove has been an absolute star for Burien; also Julia Patterson has been very supportive of us. Not everyone has abandoned Burien. We need to move forward.

Discussion of Retreat

The date of October 12th was selected as an alternative to September 29th. The group would rather not meet on a Saturday. We will proceed with this date. The following people volunteered to meet with the facilitator on behalf of the larger group: Jane Voget, Karen Lautermilch, Kevin Fitz, Rick Cosgrave, Michael Goldsmith. Janet will contact the group to set up an informational meeting with James Peyton.

Discover Burien Report – Doug Moreland/Patty Sader

Doug Moreland reported that Discover Burien received a positive financial report at their last meeting. Clean Sweep people will have a facelift with new lime-green working uniforms. The next event is going to be October 6th – Ladies Day Out. A job description for the executive director is being developed. Patty is doing an excellent job. Debra has been very adaptable and willing to work with the vendors in a tough farmers' market environment due to construction activity all around the site.

Patty Sader mentioned that next week a survey will be going out to 1400 businesses licensed in Burien. The feedback will provide us a good idea of what needs to happen in Burien. Mark Minium thanked the City for providing the road barriers for the last event.

Jim Hughes mentioned that Al Parisi had dropped off a survey about the Artwalk with a self-addressed, stamped-envelope and Jim appreciated that. He believes this is a good way to get a survey back.

Discover Burien will be surveying the businesses on how downtown events impact them. This survey will be translated into Spanish as well.

Report on Hotel Site Visit – Jane Voget & Dick Loman

Jane appreciated being included in this process. She mentioned that she was favorably impressed with the developers, with their interest in the community, and their experience. They wanted to learn everything they could about Burien as a community – what kind of hotel would best fit into the community. What would be the niche that the hotel would fill? Jane came away feeling very positive that this group is sincerely interested, and wants to try to get something that would fit into our community. At the meeting, ideas came up as to who else might use the hotel, such as family members of patients who are staying at Schick Shadel or Highline Medical Center.

Dick mentioned that these developers' references are like a "dream team" when you hear from people. These are long-term owners, who use hotel operators. They will be introduced to the rest of the Council on September 24th. A draft letter of intent has been sent to them. The Council will be asked to consider appointing them the exclusive developer with whom we negotiate.

Doug Moreland commented that it would be great if they provided a service that is badly needed, which is a space for service clubs to meet in connection with their restaurant. A small convention center was included as part of the RFQ. We don't know what this will look like yet.

Future Agenda

Group Health people will be coming to speak. As a small community our marketing budget is \$10,000. We have to partner with these folks to help promote Burien.

Round the Table

- Nancy Damon reported that near Mick Kelly's there have been three flat tires in the last 5 work days; she referred this issue to Public Works. Nancy also mentioned that on October 16, there will be a candidates forum at ERAC; 7-9 PM, which will be televised. The SWKCC monthly membership luncheon is today. Julia Patterson will be speaking on the Roads & Transits Initiative which will be voted on in November.
- Jim Hughes complimented Jim Bibby's response to a complaint he received regarding an alleyway that was being used as a dumping area.

Meeting Adjourned at 8:40 a.m.